

Green Power Switch[®] News

www.greenpowerswitch.com

SPRING 2011

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TVA and local public power companies, working in cooperation with the environmental community, developed Green Power Switch as a way to bring green power — electricity that's generated by clean, renewable resources like solar, wind and methane gas — to Valley consumers. Green Power Switch is a TVA Renewable Energy Initiative.



Kudos to our Generation PartnersSM

Congratulations to the 500 Generation Partners who are reading this newsletter!

You have generated a combined 6,835 megawatt-hours (MWh) since the program was launched in 2003. Assuming the average home in the Tennessee Valley uses 16 MWh annually, you've added enough renewable energy to the grid to power over 400 homes for a year.

Generation Partners is the sister program to Green Power Switch. Solar, wind and biomass installations that are owned and operated by homes and businesses provide a portion of the renewable energy purchased by Green Power Switch customers. This means less electricity is needed from traditional energy sources.

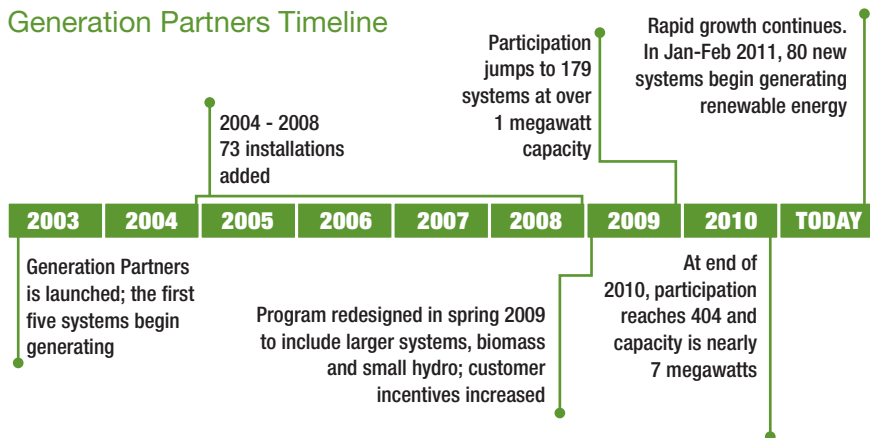
Please note that when Generation Partners sell their energy to TVA, they are also selling the "environmental attributes" of that energy. Only the owner of these environmental attributes can make claims about these attributes. For example, if your small business has a solar panel on the roof and you sell the energy and environmental attributes to TVA, you can no longer claim that you are a "solar-powered" business. TVA is selling the rights to that claim to Green Power Switch customers. When a Green Power Switch customer pays



\$4 for a block of 150 kilowatt-hours, the person is purchasing the right to claim those environmental attributes—a mix of solar, wind and methane gas. You, too, could purchase Green Power Switch, which would enable you to claim to be "powered by renewable energy."

The combination of these two programs is a win-win situation. Generation Partners allows customers to decrease their electric bill, and Green Power Switch provides a simple way to support renewable energy without a large investment. Both increase regional renewable energy today for a cleaner tomorrow!

Generation Partners Timeline



GENERATION UPDATE

October 2010 – February 2011



Solar Power
43,291 kWh



Wind Power
23,183,152 kWh



Biomass
16,130,232 kWh



Generation Partners
5,662,697 kWh



Program to Date
592,191,701 kWh

To learn more about our generation sites and to find the one nearest you, please visit www.greenpowerswitch.com.

PARTICIPATION UPDATE

As of February 2011

55,141 | Total number of green power blocks subscribed

11,341 | Number of residential customers subscribing

2 | Average number of green power blocks per residential customer

480 | Number of business customers subscribing



EARTH DAY IS APRIL 22!

Don't forget to celebrate Earth Day this year by attending a local event or cleaning your favorite outdoor area!

COMMENTS OR SUGGESTIONS

Let us hear from you!

We'd like your suggestions on articles for the newsletter. E-mail your comments to greenpowerswitch@tva.com, or write to Green Power Switch, 1101 Market Street, MR 3M, Chattanooga, TN 37402-2881.

Power from garbage

When Scottsboro, Ala., sanitation customers place their household garbage at the roadside each week, they're doing more than discarding trash—they're helping create a new source of power.

Through a partnership among several agencies, including North Alabama Electric Cooperative, Scottsboro's landfill will soon begin generating enough electricity to meet all of the facility's power needs *and* sell thousands of dollars in excess energy to TVA each year.

The power source is garbage — tons of it — sealed beneath the surface of Scottsboro's landfill. The decaying process produces gases like methane that can be harmful to the environment when allowed to rise into the atmosphere.

"Methane gas is 22 times more harmful to the atmosphere than carbon dioxide," explains Eddie Blizzard, superintendent of the city's solid waste operations. "However, it's a valuable commodity if you collect it."

Blizzard discovered that fact through a conversation with Bruce Purdy, General Manager of North Alabama Electric Cooperative (NAEC). NAEC provides electricity for the landfill operation. "Eddie came by to talk about getting three-phase power to the landfill so they could install a flare system to burn off the gas they collected," Purdy says. "I asked him if the city had considered generating electricity with their methane gas."

TVA is the wholesale power supplier for NAEC, and Purdy was familiar with TVA's Generation Partners program. "TVA has the leading renewable energy program in the Southeast," Purdy says. "I felt like TVA might be interested in Scottsboro's landfill project."

He was right. Purdy took the idea to TVA and Blizzard took the idea to City Hall. The project quickly took shape. "I think it is a unique idea," says Scottsboro Mayor Melton Potter. "People are more conscious about green power and the environment today. This project is something we are excited about putting into motion."



Scottsboro solid waste superintendent Eddie Blizzard and Mayor Melton Potter look over plans for the methane generation site. The collection and flare system can be seen in the background.

To launch the project, the city received a federal grant for \$500,000 through the Alabama Department of Economic and Community Affairs.

All the power generated from the landfill gas collection project will be transmitted via NAEC's transmission system and added to TVA's available power for Green Power Switch. TVA will meter the electricity and pay the City of Scottsboro for the power.

"We estimate that will bring roughly \$400,000 per year back to the city," says Potter. "This is basically about putting all that garbage we have collected over the years to work for us."

Blizzard is grateful to Purdy and NAEC for their involvement. "Had it not been for Bruce and North Alabama Electric, this project would not have happened."

Scottsboro has a 10-year contract with TVA to purchase the electricity the landfill generates. Potter says the concept has been received positively by the public. If all facets stay on schedule, he says, the landfill will be generating electricity by July 2011.

Article and photo courtesy of North Alabama Electric Cooperative and WordSouth Public Relations.

Thank you for doing your part

On behalf of TVA and your local power company, the Green Power Switch® team would like to thank you for your continued support of this valuable program. Green Power Switch customers have purchased enough renewable energy to date to power nearly 35,000 homes for a year.¹

LOCAL RENEWABLES

Green Power Switch helps stimulate renewable energy development in the Tennessee Valley, including support of TVA's Generation Partners program. In addition to the rapidly growing number of Generation Partners installations, Green Power Switch resources include 14 TVA-owned solar installations, a wind farm in East Tennessee, and a methane co-firing facility at Allen Fossil Plant in Memphis. Although the generation provided by these renewable resources doesn't go directly into the homes of Green Power Switch customers, it is fed onto the local power grid. This means less generation is needed from traditional energy sources to meet the needs of Tennessee Valley residents.

CONTINUED GROWTH

Despite the economic downturn, Green Power Switch sales have continued to grow, thanks in part to some of our largest business partners. (You can see a list of business partners at www.greenpowerswitch.com.) As a consumer, this means that more of the businesses where you work and shop are leading the way toward greater sustainability.

The steady growth of sales combined with lower-than-anticipated generation led Green Power Switch staff to seek additional supply for 2010. They decided to buy renewable energy from a woody waste biomass facility in the TVA service area. This was a one-time purchase and will not be necessary in 2011 due to the significant growth expected in Generation Partners.



CERTIFIED PRODUCT

Green Power Switch has maintained accreditation with the Center for Resource Solution's Green-e Energy program since its launch in 2000. When you see the Green-e Energy logo it means:

- 100 percent of the supply for Green

Power Switch comes from renewable resources.

- Green Power Switch contains only new renewable resources, all of which came online after January 1, 1997.
- The sources of energy supplying Green Power Switch are independently verified by Green-e Energy.
- TVA retires the environmental attributes associated with each block of Green Power Switch on behalf of Green Power Switch customers.
- TVA abides by the Green-e Energy Code of Conduct and Customer Disclosure Requirements.

BLAZING A TRAIL

Green Power Switch offers an economical way for Tennessee Valley customers to demonstrate their commitment to renewable energy. As a Green Power Switch participant, you are blazing a trail that is becoming more and more mainstream in our society. Whether you've been supporting Green Power Switch since the beginning or are relatively new to the program, you are a valuable part of this program, and we are grateful for your support.

Perhaps you're ready to expand your commitment just a bit by increasing your home or business's Green Power Switch purchase by a single block. If all of our nearly 12,000 customers increased their purchase by one block (\$4 for another 150 kWh per month), it would be the equivalent of avoiding emissions from over 3,000 passenger vehicles for a year.²

To increase your purchase or learn more about Green Power Switch, please call your local power distributor, visit www.greenpowerswitch.com or call 866-673-4340.

¹ 557,487 megawatt-hours have been sold since 2000. The average Tennessee Valley household uses 16.02 megawatt-hours annually. (Source: Energy Information Administration)

² Source: U.S. EPA Green Power Equivalency Calculator



Are you a
green power
hero?

After 10 great years of partnering with you to make green power available in the Tennessee Valley, Green Power Switch wants to "get personal." During the coming months we will be collecting and sharing testimonials from current Green Power Switch customers.

Why testimonials? For the last decade, you and your neighbors have supported Green Power Switch by buying green power blocks. Now we'd like to give you the opportunity to help us spread the word to others.

How can you do that? By sharing your story! Tell us why you chose to participate and why green power is important to the Tennessee Valley. Go to www.tva.com/greenpowerswitch/testimonials and fill out the online form or email greenpowerswitch@tva.com to have a copy of the form mailed to you. If your story is chosen, we'll bring you to Nashville, Tenn. for a day of filming in July or August 2011, pay your travel expenses, and provide a small thank you gift for allowing us to film your story.

What is the deadline?

Please have your form submitted by June 1.

How will we use the testimonials?

They will be used on greenpowerswitch.com and in promotional materials. The videos will be available to power distributors for events and promotions. Those chosen should be willing and able to travel to Nashville in July or August to be filmed and photographed. They will need to give consent for use in a variety of promotional materials, including but not limited to online, print, radio, TV, and direct mail.

We'll select four to six current participants from across the Valley. One of them could be you!

Three-Dimensional Energy Education

Interaction, education and excitement serve as the cornerstones for teaching children with Green Power Switch's new Energy Station kiosks.

Installed at six locations throughout the Tennessee Valley, the kiosks are designed to increase public awareness of renewable energy and educate users on the various ways TVA generates and transmits electricity.

The kiosk experience captivates its users from the start with simple, interactive explanations of TVA's energy options. The experience starts with a view of a three-dimensional globe. The user can touch different areas of the globe and zoom in to see how wind, solar and even methane are part of a renewable energy portfolio. It also highlights nuclear, fossil and hydro generation.

The kiosks are quick to generate a smile and provide both adults and children an opportunity to learn. Each meets the standards of the Americans with Disabilities Act by using sound to help those who cannot read or are visually impaired.

Don't miss your opportunity to experience the Energy Station kiosks up close and personal. Better yet, imagine the excitement a child can have diving into today's world of energy and power generation right here in the Tennessee Valley.



Green Power Switch's Energy Stations are located in an educational environment near you.

- **Adventure Science Center** – Nashville, Tenn.
- **American Museum of Science and Energy** – Oak Ridge, Tenn.
- **BRIDGES Center** – Memphis, Tenn.
- **Ijams Nature Center** – Knoxville, Tenn.
- **Mississippi State University (Landscape Architecture Facility)** – Starkville, Miss.
- **Sci-Quest** – Huntsville, Ala.

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Green Power Switch®
TVA and your
local power company



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